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GREAT FALLS HIGH FOOTBALL COACH
ACCEPTS POSITION WITH UM

fultz/dm
1-15-74
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MISSOULA--

The University of Montana Century Club Executive Board has made a contribution enabling the UM Athletic Department to hire the coach of Great Falls High School's 1973 Class AA football champions.

Athletic Director Jack Swarthout announced Tuesday that effective Feb. 1 Gene Carlson will join the University as an assistant football coach and Executive Secretary of the Century Club, UM's athletic booster group. The 1954 graduate of the University will assume the dual responsibility of fund raising for the Century Club and coaching the offensive backfield for the football program.

Montana has been operating with two fewer football coaches than other Big Sky Conference schools and the addition of Carlson will help make up the deficiency in the coaching staff.

Carlson, 41 is a native of Great Falls and a 1949 graduate of Great Falls high. He earned three football letters and three baseball letters as an undergrad at UM. He has a Health and Physical Education degree from the University and earned his M.S. in Public Administration from the George Washington University (Washington, D.C.) in 1967.

After graduating from Montana, Carlson played professional baseball for two years and served two years in the Air Force. At present he is a Lieutenant Colonel in the Montana Air National Guard. He has served as head football coach at Great Falls High, with the exception of a year's leave of absence for the 1966-67 school year, since 1958.

Great Falls captured five state titles and placed second four times during Carlson's 15-year stint as head football coach. He is a five-time selection as Class AA Coach of the Year. In compiling a 108-32-8 record he guided the Bison to unbeaten seasons in 1965 and 1969. His 1973 champions won nine and lost two.

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Carlson and his wife Kathy have five children, Jeff, 18, Bruce, 17, Wendie, 15, Kim, 13, and Stephanie, 10.

"We feel extremely fortunate in being able to hire Gene Carlson," Swarthout, who also serves as head football coach, said. "He is the type of person and football coach that will help the University in every way."

"We at the University are excited that Gene has decided to join us. He will add tremendously to the image and football knowledge of our staff," Swarthout said. "This definitely is a major step in the strengthening of our athletic program."

Swarthout said the Century Club is providing funds for the new position. "The Century Club is adding the amount of the salary to its normal donation to the Athletic Department," he said.

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